

# DAVIS COUNTY TOURISM PROFILE

County Indicator	2010	2011	2012	% Change 2011-2012	State Ranking
<b>DEMOGRAPHIC</b>					
Population	306,479	311,811	-	-	
Total Non-Ag Employment	100,364	104,882	-	-	
Non-Ag Avg Monthly Wage	\$3,129	\$3,216	-	-	
Per Capita Income	\$33,267	\$34,755	-	-	
Unemployment Rate	6.9%	6.2%	-	-	
<b>SPENDING &amp; EMPLOYMENT</b>					
Spending by Travelers**	\$504,937,779	\$536,422,969	-	-	
Travel & Tourism Related Employment	9,506	9,688	-	-	
<b>TOURISM TAX REVENUES</b>					
Local Tax Revenues from Traveler Spending**	\$26,408,597	\$28,291,015	-	-	
Transient Room Tax	\$950,852	\$894,437	\$1,070,137	19.6%	
Restaurant Tax	\$2,898,411	\$3,018,161	\$3,246,035	7.6%	
Car Rental Tax	\$352,816	\$361,024	\$364,735	1.0%	
<b>Retail Sales</b>					
Gross Taxable Retail Sales	\$3,567,445,754	\$3,785,156,647	-	-	
<b>REGIONAL VISITATION COUNTS</b>					
S.L. Airport Passengers	21,016,686	20,389,474	20,096,549	-1.4%	
Lagoon Amusement Park	1,300,000	1,325,000	1,400,000	5.7%	
Willard Bay S.P.	340,645	337,072	348,534	3.4%	
Antelope Island S.P.	285,390	282,145	292,662	3.7%	
Great Salt Lake S.P.	249,085	254,317	272,842	7.3%	
East Canyon S.P.	83,967	100,250	82,731	-17.5%	
Golden Spike N.H.S.	43,561	43,933	42,238	-3.9%	

\* Several Counties have identical Unemployment Rates

\*\* GOPB methodology change for 2007 - 2008 calculations

r = revised

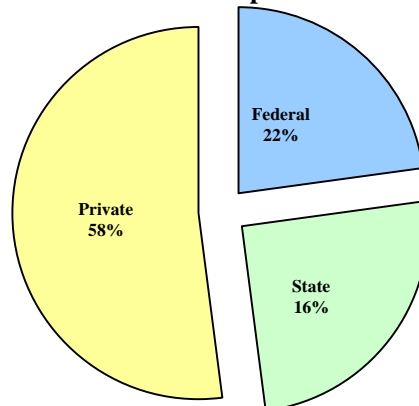
Land Ownership - 2012	% Total
<b>Total Acres in County</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>25.6%</b>
BLM	0.2%
US Forest Service	22.0%
National Park Service	--
National Wildlife Service	--
Other •	3.4%
<b>State Government</b>	<b>28.2%</b>
Utah State Parks & Recreation	15.9%
Utah State Wildlife Reserves	0.2%
State Trust Lands	0.0%
Other ••	12.1%
<b>American Indian</b>	<b>--</b>
<b>Private*</b>	<b>58.3%</b>

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

\*May include some local government land

Land Ownership - 2012



# Davis County Tourism Profile

